



Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE

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CONTACT: Sergeant Skip Showalter
Riverside Police Department
Phone: 951-351-6046 Email: sshowalter@riversideca.gov

RIVERSIDE POLICE DEPARTMENT RECEIVES GRANT FOR ONGOING COUNTY-WIDE DUI ENFORCEMENT CAMPAIGN

Riverside, California - The primary cause of deaths on our local streets and highways remains drunk driving. The AVOID the 30 DUI Task Force will continue its DUI enforcement in Riverside County as a result of a recent **\$303,000** grant awarded by the California Office of Traffic Safety to the Riverside Police Department. Riverside Police Department will administer the grant for the entire county. The AVOID the 30 DUI Campaign is named to send the message that if you don't drink and drive, you will *AVOID* getting arrested by any of the 30 participating law enforcement agencies in the county.

Grant activities will specifically target those who drink too much and get behind the wheel. Officers will conduct DUI/Driver's License Checkpoints, DUI Task Force deployments, and DUI saturation patrols.

"The AVOID DUI Task Forces have been an essential part of the phenomenal reduction in DUI deaths on our roadways in the last five years in California," said Christopher J. Murphy, Director of the Office of Traffic Safety. "Tragically, DUI deaths remain the largest sector, at over 30 percent of traffic fatalities. This grant will help combat that, making Riverside County a safer place to live and work."

DUI/Driver's License Checkpoints are a key component of the grant. These highly visible, highly publicized events are meant to deter impaired driving, not to increase arrests. Research shows that crashes involving alcohol drop by an average of 20 percent when well-publicized checkpoints are conducted often enough. According to the National Highway Traffic Safety Administration (NHTSA), checkpoints have provided the most effective documented results of any of the DUI enforcement strategies, while yielding considerable cost savings of \$6 for every \$1 spent.

Motorists will see special DUI campaigns during the winter and summer holiday periods, on Halloween, Super Bowl Sunday, St. Patrick's Day, Cinco de Mayo, and at local events with identified DUI problems.

Funding for the grant comes from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

Agencies participating in the AVOID the 30 taskforce include: Police Departments from the cities of Banning, Beaumont, Blythe, Canyon Lake, Cathedral City, Coachella, Corona, Desert Hot Springs, Hemet, Indian Wells, Indio, La Quinta, Lake Elsinore, Menifee, Moreno Valley, Murrieta, Palm Desert, Palm Springs, Perris, Rancho Mirage, San Jacinto and Temecula, Riverside County Sheriff's Department, Riverside Community College Police Department, University of California Riverside Police Department, California State Parks, State of California Alcohol Beverage Control and the California Highway Patrol.

Media Notes: For more information visit the AVOID websites at www.californiaavoid.org or avoidthe30.org and learn about anti-DUI efforts in California and Riverside County and look for us on Facebook.



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